

ORDER



KFXL

Orders
Order / Rev: 1604315
Alt Order #: 10129137
Product Desc: 132/215/2409/SAM NEBRAKSA
Estimate: 2409
Flight Dates: 05/07/21 - 05/13/21
Original Date / Rev: 05/06/21 / 05/06/21
Order Type: GENERAL

Primary AE: Dallas HRP/DAL
Sales Office: HRPDA
Sales Region: NAT

Agency
Name: Ax Media
Buying Contact:
Billing Contact:
 800 W 47th St Suite 200
 Kansas City, MO 64112

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM
Agency Commission: 15%

Advertiser
Name: SAM Nebraska
Demographic: A55+
Product Codes: PL Advocacy
Revenue Code 1: AGY
Revenue Code 2: Political
Revenue Code 3: Political Issue
Priority: Pol1

New Business Thru:
Advertiser External ID: 10008004
Agency External ID: 107874
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/26/21	05/30/21	4	\$460.00	\$391.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2021	4	\$460.00	\$391.00	5.80
Totals	4	\$460.00	\$391.00	5.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dallas HRP/DAL	HRPDA	NAT	Start Of Order - End Of Order	100%

Order Share

	Share	Total
KFXL	3%	\$460.00
Market	100%	\$15,333.33

Competitive Share

	Share	Total
AWBL	0%	\$0.00
CABLE	0%	\$0.00
KGIN	0%	\$0.00
KHAS	0%	\$0.00
KHGI	11%	\$1,686.67
KHNE	0%	\$0.00
KLKE	0%	\$0.00
KLKN	25%	\$3,833.33
KLNE	0%	\$0.00
KMNE	0%	\$0.00
KOLN	50%	\$7,666.67
KSNB	11%	\$1,686.67
KTVG	0%	\$0.00
KUON	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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 Estimate: 2409
KFXL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KFXL	05/11/21	05/11/21	Late News M-F KFXL Nightly	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	-1-----	:30	1	\$130.00	Pol1	1.60	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	05/10/21	05/16/21	-1-----		1		\$130.00		1.60					
N 2	KFXL	05/12/21	05/12/21	Late News M-F KFXL Nightly	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	--1----	:30	1	\$130.00	Pol1	1.60	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	05/10/21	05/16/21	--1----		1		\$130.00		1.60					
N 3	KFXL	05/07/21	05/07/21	Late News M-F KFXL Nightly	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	----1--	:30	1	\$130.00	Pol1	1.60	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	05/03/21	05/09/21	----1--		1		\$130.00		1.60					
N 4	KFXL	05/09/21	05/09/21	Sun 9a Fox News Sunday Sun 9a Fox News Sunday	CM	9:00 AM-10:00 AM	-----1	:30	1	\$70.00	Pol1	1.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	05/03/21	05/09/21	-----1		1		\$70.00		1.00					
Totals														4	\$460.00